

OFFICIAL RUIDOSO™

VISITRUIDOSO.COM VISITOR GUIDE

PRINT PUBLICATION
2017-2018

100,000 Visitor Guides
DISTRIBUTED AT OVER 175 LOCATIONS
IN NEW MEXICO, TEXAS & ARIZONA!



AD SIZE / PLACEMENT	RATE*	AD SIZES / INFO
Back Outside Full Page	\$5149	6.75(w) x 10.00(h) + .25 Bleed
Front Inside 1/2 Page	\$3979	6.75(w) x 10.00(h) + .25 Bleed
Back Inside 1/2 Page	\$2849	6.00(w) x 4.375(h)
Page Three 1/2 Page	\$2849	6.00(w) x 4.375(h)
2/3 Page Column	\$3289	3.875(w) x 9.00(h)
1/2 Page	\$2519	6.00(w) x 4.375(h)
1/3 Page Column	\$1789	1.75(w) x 9.00(h)
1/3 Page Block	\$1789	3.875(w) x 4.375(h)
1/6 Page	\$949	1.75(w) x 4.375(h)
LODGING SECTION		
Large Lodging Ad	\$845	1.75(w) x 4.375(h)
Small Lodging Ad	\$539	1.75(w) x 2.00(h)

AD DEADLINE: JAN. 15, 2017 • PUBLICATION DATE: MAY 2017

Advertising investment includes basic design/layout plus one revision, if needed.

*Tax not included in rates.

RUIDOSO VISITOR GUIDE MOBILE APP / VISITRUIDOSO.COM

VISITRUIDOSO.COM BANNER AD

One banner ad on VisitRuidoso.com is included with the purchase of a full page ad. (\$1200 value)

MOBILE APP ADVERTISING (Rates are Per Year)

- One Directory Listing on Ruidoso Visitor Guide Mobile App is included with your print ad investment. (\$250 value)
- Additional Category Listings - \$75 each
- Featured Listing (as available) - \$400 (Exclusive First Position - Only One Per Category)
- Exclusive Banner Ads - \$750 (Only Three Available - One each in About Ruidoso, Events, and Deals Sections)

DOWNLOAD THE APP TODAY!



ADVERTISING CONTACT

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AD DESIGN SPECIFICATIONS

The Official Ruidoso Visitor Guide[™] prints in full color - CMYK only.
 Final trim size is 6.75(w) x 10.00(h). Saddle stitched booklet.

AD BLEED IS 1/4" ON ALL 4 SIDES

FULL PAGE BLEED
 7.25(w) x 10.50(h)

FULL PAGE TRIM SIZE
 6.75(w) x 10.00(h)

FULL PAGE NO BLEED
 6.00(w) x 9.00(h)

1/2 PAGE
 6.00(w) x 4.375(h)

ARTWORK SUBMISSION REQUIREMENTS

*You can submit print ready artwork or we will be happy to design your ad for you at no additional cost.**

PRINTED ADS in the Official Ruidoso Visitor Guide[™]

Print ready artwork should be submitted in a high resolution PDF format. Please use a press ready file setting and embed all fonts or convert all fonts to outlines. CMYK Color.

ONLINE ADS at VisitRuidoso.com

Display ready artwork should be submitted in a high resolution JPEG or GIF format for display on the web. Please contact your sales rep for information about web ad sizes if they are included with your print ad.

SUBMITTING ARTWORK

If you have any questions or need to submit artwork, please contact your sales rep or email: art@ad-venturemarketing.com

* If we are designing the ad for you: Please send all info, ad copy, photos, etc in one email. A proof and a limited number of revisions will be provided to you.

THANK YOU
for advertising in the
Official Ruidoso
Visitor Guide[™]

